The Influence of Perceived Convenience, Perceived Value, and Trust on Purchase Intention with Special Reference to Spiritual Products on Q-Commerce Apps

Synopsis of the Research Proposal

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Abstract

The rise of quick commerce platforms like Blinkit & Zepto in tier-1 cities has greatly influenced consumer behaviour even in domains like spiritual & religious products. In fast paced life of tier-1 cities like Mumbai, Delhi, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad & Pune, these platforms provide rapid delivery that caters to time sensitive needs of urban consumers.

Due to influence of social media influencers, there's an upward trend in interest as well as purchase of spiritual products through online as well as Q-commerce platforms. As these Quick commerce apps increasingly offer religious items—such as pooja flowers, idols, incense, spiritual books and pooja kits—they are reshaping access to spiritual goods while raising concerns around authenticity, sanctity, and trust.

The shift calls for a deeper understanding of how consumers perceive the quality and credibility of such products, and how their experience with app-based services affects repurchase behaviour, particularly in emotionally and culturally significant Indian market.

In this age of modern and eco-friendly packaging world, this study would help one understand how consumer's perceive spiritual products packaging, quality and authenticity on online Q-commerce platforms. The consumer's experience on Q-commerce platform would help one identify relationship between delivery platforms & consumer's willingness to repurchase the product through Q-commerce platforms.

Q-commerce Application features such as ease of ordering, quick delivery, user interface, search filters, brand credibility are the factors which influence consumer's decision in purchasing a spiritual product through these platforms.

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Consumer Experience and Trust in Buying Spiritual Products Through Q-Commerce Delivery Apps with Special Reference to Metropolitan Cities of India

Introduction

The rapid evolution of quick-commerce (Q-commerce) has revolutionized consumer behaviour across various product categories, extending even into the realm of spiritual and religious goods. In tier–1 cities like Mumbai, Delhi, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad, and Pune, where time constraints and convenience are paramount, Q-commerce platforms such as Blinkit and Zepto have emerged as unexpected facilitators of spiritual commerce.

Consider the case of Priya, a 32-year-old marketing professional living in Andheri, Mumbai. On a busy Thursday evening, just hours before the auspicious Diwali Lakshmi Puja, she realized she had forgotten to purchase essential items for the ceremony – a red Diya, turmeric powder, fresh flowers along with Lakshmi & Ganesh photo. With traffic congestion making it nearly impossible to reach the local market in time, Priya turned to her Blinkit app at 7 PM. Within 15 minutes, her order was confirmed, and by 7:45 PM, a delivery executive arrived with all the required items, carefully packaged and priced competitively. This seamless experience not only saved her evening but also reinforced her trust in digital platforms for even her most sacred traditions.

This scenario exemplifies the growing intersection between ancient spiritual practices and modern commerce, where consumers increasingly rely on instant delivery services for items that hold deep personal and cultural significance. The hyperlocal model, with its promise of 10-15-minute delivery within a 2-3 km radius, has transformed how urban consumers approach their spiritual needs, particularly in densely populated cities like Mumbai where convenience often trumps traditional shopping methods.

The phenomenon raises critical questions about how consumers perceive and trust these digital platforms when it comes to products that hold deep personal and cultural significance.

The rapid proliferation of hyperlocal delivery apps like Blinkit and Zepto has revolutionized consumer purchasing behaviour, extending their reach into previously untouched market segments including spiritual and religious products. As these quick-commerce platforms increasingly stock items ranging from rudraksha beads and incense sticks to religious idols and meditation accessories, they are reshaping how consumers access spiritual goods that traditionally required personal visits to temples, ashrams, or specialized religious stores. This emerging trend presents a unique intersection of ancient spiritual practices and modern digital commerce, raising critical questions about how consumers perceive the authenticity, sanctity, and trustworthiness of purchasing sacred items through app-based delivery systems. The convenience-driven Q-commerce model, while addressing the growing demand for instant gratification, must navigate the delicate balance between commercial efficiency and the deeply personal, often sacred nature of spiritual products, making consumer experience and trust pivotal factors in determining the success and acceptance of this digital transformation in the spiritual marketplace.

Research Objectives:

1. To analyse consumer perception of quality, packaging, and authenticity in spiritual products. (e.g., pooja kits, yantras, crystals) delivered via hyperlocal apps.
2. To study the role of app-based user experience (ease of ordering, search filters, customer support) in shaping trust for spiritual product purchases.
3. To investigate the relationship between consumer trust in delivery platforms and their willingness to repurchase or recommend spiritual items.
4. To explore how brand credibility, reviews, and third-party certifications affect consumer trust in spiritual products sold through instant delivery services.
5. To identify experiential gaps or service expectations specific to the delivery of spiritually sensitive items (e.g., proper handling, no damage, delivery timing).
6. To explore the potential for recurring or impulse purchases of spiritual products on Q-commerce platforms during festivals or personal events.

Review of Literature

***(Naik & Kapdi, 2025)* -** This paper offers a solid foundation for understanding the dynamics of Q-commerce in India. This study provides a comprehensive analysis of consumer preferences and behaviour in India's rapidly growing quick commerce (Q-commerce) sector. The authors have identified key adoption drivers such as convenience, delivery speed, and promotional offers, while also highlighting the influence of demographic factors like age, income, and urban location. The paper aligns with broader industry findings that show strong demand among young, tech-savvy consumers.

***(Akhtar & Farooqi, 2022)* –** This research paper provides a critical review of Indian consumers' transition from traditional, in-store grocery shopping to online, app-based e-grocery platforms. The paper focuses on the period surrounding and following the COVID-19 pandemic, the authors analyse how platforms such as Amazon Fresh, Flipkart Quick, BigBasket, JioMart, Zepto, Blinkit, Dunzo, and others have reshaped consumer behaviour across metro cities

***(Harter et al, 2024)* –** This paper investigates how deviations from promised delivery times in quick commerce—both early and late—impact consumer repurchase behaviour, measured by the time between consecutive orders (interpurchase time). The experimental findings in this research paper confirm that customer satisfaction with delivery time mediates the repurchase effect, and that externally communicated delivery estimates override internal expectations when shaping satisfaction and repurchase intentions.

***(Mukhopadhyay, 2023, December)* -** In this paper "From Click to Quick – Examining the Drivers of Quick Commerce on Online Consumer Behaviour Using Fuzzy Cognitive Mapping", investigates the key factors influencing consumer behaviour in the quick commerce (Q-commerce) landscape through the lens of Fuzzy Cognitive Mapping (FCM). This study presents a structured analysis of how convenience, speed, pricing, trust, app interface, and delivery reliability interact to shape consumers' decision-making processes in rapid delivery ecosystems.

***(Astini et al, 2024)* –** This study analyses how various factors within the quick commerce model affect consumer decisions in the context of electronic grocery shopping. The paper identifies and evaluates key determinants such as delivery speed, user convenience, app interface quality,

promotional strategies, and perceived service reliability. Using quantitative methods, the authors assess the extent to which each of these variables contributes to consumer trust and purchase intent in the e-grocery sector.

***(Sudirjo et al, 2023)* –** This study explores how the unique behavioural traits of Gen Z consumers shape their motivations to purchase on e-commerce platforms, specifically Shopee. The paper identifies key factors such as digital savviness, social media influence, instant gratification, peer recommendations, and brand engagement as central to Gen Z's buying decisions. Using a quantitative research methodology, the study reveals that emotional connection, convenience, and promotional strategies significantly drive purchase intent among this cohort. The findings underscore the importance of tailoring marketing strategies to align with Gen Z's values and expectations in the digital shopping environment

***(Mukhopadhyay, 2022)* -** This paper written by Mukhopadhyay (2022), "Who moved my grocery, in 10 minutes? – A light on Indian dark stores", explores the emerging phenomenon of dark stores in India, particularly in the context of the rapidly growing quick commerce (Q-commerce) sector. Through a detailed case analysis, it highlights how these fulfilment-centric, non-customer-facing retail spaces are revolutionizing last-mile delivery by enabling 10–15-minute grocery delivery services. The study examines operational models, technological enablers, urban consumer behaviour, and the challenges of scalability and profitability. It also raises critical questions about the sustainability of this business model in densely populated Indian cities, emphasizing the need for strategic innovation in supply chain and inventory management.

***(Nagarathinam & Chellasamy, 2025)* –** This paper examines how modern family lifestyles, time constraints, and the desire to minimize physical effort shape consumer behaviour in the quick commerce grocery sector. The study delves into how time pressure—especially among dual-income households—and the convenience of avoiding traditional shopping influence the shift toward Q-commerce platforms. It also highlights the role of family dynamics, such as shared responsibilities and decision-making hierarchies, in determining purchase patterns. Through a mixed-methods approach, the authors offer insights into how Q-commerce aligns with the needs of busy, urban families, suggesting that emotional and practical drivers jointly contribute to the growing preference for rapid grocery delivery services.

***(Potdukhe et al, 2024)* -** This report explores the rapid evolution of 10–20-minute delivery models, driven by changing consumer expectations, urban density, and technological

advancements. It outlines the competitive strategies of major players, unit economics, dark store optimization, and the role of venture capital in sustaining growth. The authors also address challenges such as customer acquisition costs, delivery logistics, and the path to profitability. With a data-backed approach, the report offers valuable foresight into how Q-commerce may redefine retail consumption habits, emphasizing its scalability, resilience, and disruptive potential in India's digital commerce ecosystem.

(Banerjee & Upadhyay, 2025) Product quality influences consumer perceptions, with elements like freshness, packaging, and delivery having a significant influence. Q-commerce platforms must focus on maintaining high product quality standards alongside fast delivery. As consumer expectations rise, enhancing quality control measures can help businesses to improve customer satisfaction and strengthen their market position.

***(Ganapathy et al, 2024*).** There is scope for multiple grocery business models to co-exist in the Indian market characterized by different regional preferences and unique choices and preferences of Indian consumers. Sustaining the online grocery business models over a longer time will need appropriate strategies to generate revenues beyond commissions and delivery fees levied.

(Salot, 2024) - The research successfully identifies and validates six key factors that influence spiritual product purchases for consumers, that is, Brand Perception, Religious Belief, Spirituality Factors, Brand Image, Packaging and Service Factors, and Variety Factors. This framework adds to the existing literature on spiritual branding by presenting the complex interplay between spirituality, religiosity, and consumer behaviour.

(Goswami, 2024) This study highlights the growing influence of quick commerce on consumer behaviour, there remains significant potential for further enhancement through deeper consumer engagement strategies. Personalization of services and improved user experience can play a pivotal role in shaping consumer decision-making. Additionally, expanding research with a more diverse sample size will help validate these findings across various demographics. Enhancing service quality, including better return and refund policies, can further drive consumer trust and satisfaction. Lastly, educational initiatives aimed at bridging the digital divide, particularly in rural areas, can improve awareness and adoption of quick commerce. By focusing on these key areas, quick commerce operators can strengthen their market presence and foster long-term customer loyalty.

(Sarkar and Bansal, 2023) note that India's rapid digitization, combined with pandemic-induced shifts in consumer behaviour, catalysed the rise of Q-commerce platforms like Zepto, Blinkit, and Swiggy Instamart. These platforms have started offering religious and spiritual goods such as incense sticks, camphor, idols, prayer kits, and diya sets, especially during festivals or ritual periods when timely availability is crucial.

(Mitra, 2023) The digital transition of spiritual consumption reflects a growing intersection of technology and tradition. emphasizes the emergence of "digital spirituality," where ritualistic practices are increasingly being facilitated through online channels. The inclusion of spiritual items in Q-commerce not only satisfies material needs but also aligns with emotional and cultural expectations of immediacy and convenience.

(Ramesh, 2023) Quick commerce apps like Blinkit, Zepto, and Swiggy Instamart are increasingly capitalizing on the Indian festive season by offering a wide range of products needed for celebrations, from traditional puja items to recreational goods. These platforms stock festive essentials such as flowers, idols, incense sticks, fruits, milk, and even gold/silver coins for Dhanteras, alongside recreational items like playing cards and children's toys. Many apps update their user interfaces during festive seasons to highlight these product categories for easy access. According to industry experts, this approach represents "moment marketing," where brands fulfil immediate, last-minute consumer needs tied to specific occasions. The success of this strategy is attributed to factors like pollution, lack of time, and convenience, pushing consumers towards these platforms. Pricing on these apps aligns with increased offline vendor costs during festivals, making them competitive. The platforms also employ bundling strategies based on consumer insights, such as pairing chips with cola or beauty products with games. While some experts caution that stocking festive items might sometimes be more about marketing than actual sales, the trend reflects the growing adoption of quick commerce for immediate, unplanned purchases, particularly in cities like Bangalore, Delhi, and Mumbai. Companies rely heavily on data analytics to forecast demand and manage inventory in their dark stores, tracking customer searches to anticipate trends and stock accordingly.

(Goel, 2023) Quick commerce (Q-commerce) platforms in India are significantly reshaping consumer purchasing habits by expanding far beyond traditional grocery categories like milk and bread. These platforms, offering delivery within 10-15 minutes, are increasingly catering to diverse and often urgent consumer needs, including unconventional categories such as sexual wellness products, smoking accessories, organic goods, and puja essentials. Consumer

behaviour reflects a shift towards using Q-commerce for immediate, unplanned purchases, ranging from emergency household items to last-minute party supplies, demonstrating the convenience factor's growing importance. The model is particularly attractive for newer, homegrown brands as a launchpad for testing products, with companies like Zed Black specifically developing packaging for the quick commerce channel. Q-commerce's competitive advantage lies in its ability to bypass traditional distribution channels by procuring directly from FMCG companies, enabling competitive pricing coupled with rapid delivery from last-mile hubs. This evolution is driving significant sales volumes, with companies like Godrej Yummiez reporting that 25% of their sales come through e-commerce channels, including Q-commerce platforms. However, experts suggest that expansion into certain categories like apparel and consumer durables may remain limited in the near future, as Q-commerce continues to focus primarily on FMCG, beauty, personal care, and convenience-focused product categories. The data indicates a fundamental change in how Indian consumers approach purchasing, prioritizing speed and convenience over traditional shopping methods, with projections suggesting e-commerce and quick commerce could capture a significant share of FMCG revenue by 2030.

(Kumar & Dey, 2022) Quick commerce (Q-commerce) is a new-age evolution of e-commerce that offers ultra-fast delivery—often within 10 to 30 minutes—of everyday goods and services. It operates on hyperlocal delivery systems supported by micro-fulfilment centres, AI-driven demand forecasting, and efficient logistics. Initially driven by essentials like groceries and personal care items, Q-commerce has expanded into unconventional categories, including spiritual products, particularly in culturally diverse markets like India.

(Sahay & Mishra, 2021) The research demonstrates that the consumption of spiritual products represents a significant market trend, with spiritual leaders successfully extending their influence from purely spiritual guidance into the commercial FMCG sector. This phenomenon reflects the deep integration of spirituality into contemporary Indian consumer behaviour, where spiritual gurus play a crucial role in shaping both the spiritual and purchasing decisions of their followers.

(Joshi and Sharma, 2021) Consumer behaviour research further supports this shift. identify impulsive buying behaviour, spiritual urgency, and emotional connection as key motivators for online purchases of religious items. Q-commerce leverages these behaviours by offering

personalized, festival-specific, and regional spiritual bundles that cater to diverse Indian audiences.

(Costa, 2018) This study revealed that there is a strong positive relationship between spiritual marketing and consumer purchase intentions. Further findings indicated that trust, creativity, social sustainability practices and environmental sustainability practices have a moderate positive relationship with consumer purchase intentions.

(Makkar & Joshi, 2016) This paper examines the buying behaviour of young female consumers (aged 19-30 years) in the Delhi-NCR region towards products sold by spiritual organizations. The research finds that a very large number of young females positively relate to spirituality, indicating a strong market potential for spiritual products. The study reveals that contemporary "new age spirituality" is highly flexible and personalized, allowing individuals to customize their spiritual practices and product choices according to their needs. The findings suggest that this spirituality is distinct from traditional institutional religion and functions as a lifestyle choice that caters to the need for instant gratification. The research contributes to understanding how spirituality has evolved into a consumer phenomenon in modern India, particularly among urban youth. The authors recommend further research across different demographics to better understand varying consumer responses to spiritual product marketing.

(Kale, 2006) This paper explores the increasing relevance of spirituality in consumer behaviour, arguing that spiritual needs—such as meaning, interconnectedness, and self-exploration—are becoming central to modern consumption. Kale highlights that while management scholars have widely explored spirituality, marketing academics have largely overlooked it. The paper provides a working definition of spirituality and encourages scholars to integrate "spiritual utility" alongside traditional product benefits. It calls for rigorous research to develop frameworks and measurement tools that capture the influence of spirituality on consumer decision-making. The paper underscores that spirituality is not limited to religion but is a broader, evolving cultural force shaping modern markets.

Despite these developments, scholarly work focusing specifically on the integration of spiritual products in Q-commerce remains scarce. Existing studies tend to generalize consumer patterns or focus on traditional e-commerce. There is a strong need for empirical research on customer satisfaction, cultural alignment, and trust mechanisms in this niche category. In summary, the convergence of Q-commerce and spiritual products signifies a transformative shift in how

spiritual practices are supported by technology. This underexplored segment deserves deeper academic attention to understand its societal, commercial, and cultural implications.

Hypothesis:

H1: *Consumers who perceive higher quality in delivered spiritual products will demonstrate significantly higher levels of trust in Q-commerce platforms.*

H2: *Proper packaging and careful handling of spiritually sensitive items will positively correlate with consumer satisfaction, word-of-mouth recommendations, and repurchase intentions in Q-commerce platforms.*

H3: *Higher levels of consumer trust in Q-commerce platforms will significantly predict both repurchase intentions and recommendation behaviour for spiritual products.*

H4: *Positive delivery experiences in Q-commerce with spiritual items will create stronger loyalty*

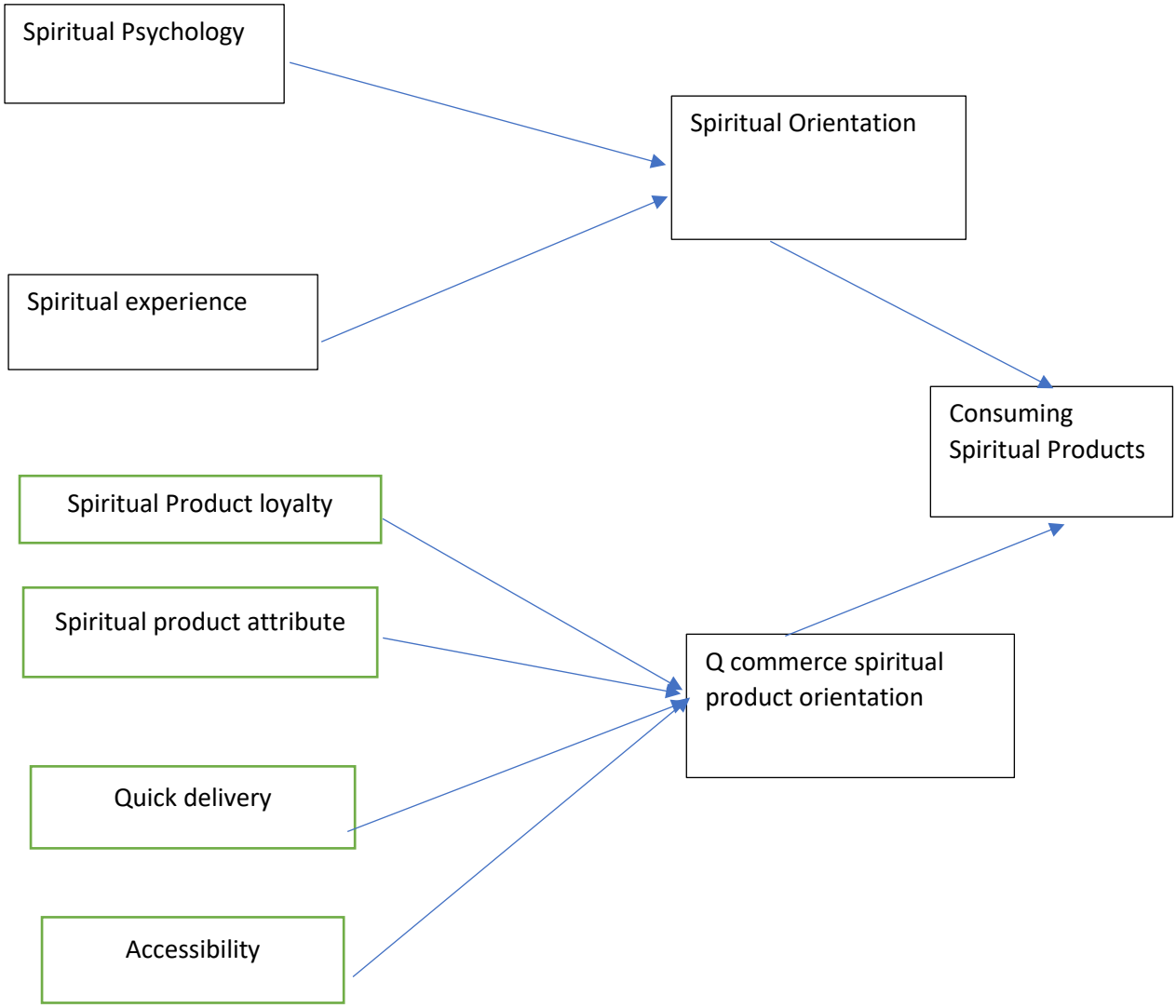
H5: *Positive user reviews and ratings will have a stronger influence on trust formation for spiritual products compared to other product categories.*

H6: *Timely delivery during auspicious occasions or festival periods will significantly impact overall satisfaction and trust levels.*

H7: *Q-commerce platforms will facilitate higher frequency of spiritual product purchases compared to traditional shopping methods.*

H8: *Impulse purchasing of spiritual items will be significantly higher during festival seasons and personal spiritual events.*

Suggested Research Model



Research Methodology

This study adopts a mixed-method research approach to explore the dynamics of spiritual product consumption through Q-commerce platforms in India. The integration of both quantitative and qualitative techniques allows for a more comprehensive understanding of consumer behavior, platform strategies, and the cultural significance of this emerging trend.

1. Research Design

A descriptive and exploratory research design has been employed. The descriptive element aims to quantify patterns in consumer behavior, while the exploratory aspect investigates the underlying motivations and cultural implications associated with purchasing spiritual products through Q-commerce platforms.

2. Data Collection Methods

Primary Data will be collected using two key techniques:

- Survey Method: A structured questionnaire will be designed and distributed to a sample of 400 consumers across Tier 1 cities - Mumbai, Delhi, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad, and Pune in India. The questionnaire will include both closed and Likert-scale questions focusing on frequency of Q-commerce usage, types of spiritual products purchased, motivations, satisfaction levels, and perceived trust.
- In-depth Interviews: Semi-structured interviews will be conducted with 15 industry professionals, including Q-commerce platform managers, logistics heads, and retail partners, as well as 10 consumers who frequently purchase spiritual items online. These interviews will help understand platform strategies, customer expectations, cultural drivers, and operational challenges.

3. Sampling Technique

A stratified random sampling technique will be used to ensure representation from different demographic segments such as age, income group, religious affiliation, and region. The sample will be drawn from metro cities like Delhi, Mumbai, Bengaluru, and regional hubs like Varanasi, Pune, and Jaipur.

4. Data Analysis Tools

- Quantitative Data will be analyzed using SPSS software. Descriptive statistics (mean, median, standard deviation), cross-tabulations, and inferential statistics such as Chi-square tests and regression analysis will be applied.
- Qualitative Data from interviews will be coded and analyzed thematically using NVivo to identify recurring patterns, emotional triggers, and emerging themes related to digital spiritual consumption.

5. Ethical Considerations

Informed consent will be obtained from all participants. Data confidentiality and anonymity will be maintained throughout the study. Participants will be informed about the voluntary nature of their participation and their right to withdraw at any stage.

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